PHILIP MORRIS MANAGEMENT CORP. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

RAP
27 JUIN 1989

TO: Distribution

DATE: June 23, 1989

FROM: Bradley B. Brooks

SUBJECT: BARCLAY

I am pleased to advise that the British-American Tobacco Company has agreed this week to adopt the position that the "tar" delivery of BARCLAY cigarettes is not 1 mg. (as they have consistently maintained) but a considerably higher figure which for the Swiss BARCLAY version is 5 mg.

BAT further agreed to support actively and speedily with CORESTA, the International Standards Organization and with national authorities worldwide a new testing method for channel ventilated cigarettes which produces a higher "tar" measurement.

At the CORESTA meeting held yesterday in London, BAT endorsed the attached statement which is to be a part of the minutes of the CORESTA meeting.

We are pleased with this development. We have confirmed to BAT our management's previous advice to them that we do not intend to seek damages in the Swiss BARCLAY case pending in Geneva and we understand that R.J. Reynolds and Laurona (Rothmans) have given the same indications to BAT.

Bradley Brooks

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